

















# SPRING OPENING

Thursday, Friday and Saturday, March 22nd, 23rd, 24th

## An Exhibit of NEW SPRING FASHIONS Surpassing all previous accomplishments

THE "will that makes the way" has long persisted at **Johnstone Walker's** and under its stimulating influence the results accomplished for this, the Premier Fashion event of the new season, stand out most pleasantly and show our readiness to assist you in the assembling of your new wardrobe. Not content to simply render the exhibit equal to our spring fashion show of a year ago, we have bent all our energies and utilized our matchless resources to surpass it and again surprise you. Nevertheless we'll gladly let the accomplishment speak for itself when the window shades are raised this evening revealing Fashion's Latest Decreases in Suits, Coats, Dresses, Blouses, Millinery, Dress Accessories and Fabrics for the woman who seeks distinction.

### There Are Exclusive Models of Distinguished Models in New York greatcharmin New Spring COATS Fancy and Plain Tailored SUITS

THE vogue as approved by smartly dressed women in these fashion centres from whence come the most exclusive models, includes the loose-hanging and belted three-quarter styles with convertible collars that may be worn in several graceful ways as desired, trimmed with a great variety of different shape and style belts—the half or two-way belt across the front or back, etc. Then there are the **Sports Styles** in the shorter lengths designed on straight lines in belted models with "set-in" sleeves and larger collars.

Materials and colors include fancy tweeds, covert cloth, novelty cloths, checks and stripes, also plain serges and poplins; in fawn, greys, blues, greens, navy or black.

**Fancy Coats for afternoon wear.** Distinctive new coats for the woman of manifold social activities in rich Velours and Bolivia cloths in such fashionable and vivid colorings as Mexican gold, rose, fawn and the new bright blues, designed on straight lines, hanging loosely with large cape collars and fancy pockets.

### New Spring Neckwear with a charm all its own

THE latest novelties in neckwear have a charm all its own. Not content with carrying novelty to the front as never before we now find makers of neckwear injecting a strong note of it in spring and Easter neckwear. Although the styles are both practical and pretty. Large collars are still the favorites, developed in crepe de chene and Georgette crepe in white, mauve, flesh, rose and new vivid shades.

In this section we are also showing a splendid lot of **Orchid Neck Ruffs**, highly endorsed by Dame Fashion for spring wear.

### The New Spring BLOUSES are Delightfully Pretty!

THOSE who appreciate exclusiveness, daintiness and good style will be very enthusiastic over this opening display of new Spring Blouses. A more delightful assemblage of styles could not be imagined, each possessing its own charm and beauty with a "touch" here and a slight "difference" there that leads to exclusiveness and distinction.

Fashioned in lovely soft rich crepe de chene, Georgette crepe and flimsy all-over lace. Some very charming effects obtained with two-tones combined. The trimmings that adorn the fronts consist of touches of the new Paisley crepe embroidery designs, beads and braid designs, while the collars are large and graceful—sleeves finished with effective new cuffs.

### ALL THE GLORY OF SPRINGTIME SHINES FORTH IN OUR NEW MILLINERY!

WHO can hope for such eloquence as to describe the beauties of this charming new millinery? It is to be seen and not heard about to be fully appreciated. We may venture however that you will be more than delighted, for never before has it been our good fortune to present so beautiful a collection of inexpensive hats.

Hats for occasions of formal dress, hats for street and business wear, hats for motoring and other sports—tiny chic hats and graceful large hats in the creation of which the designers have drawn inspiration from the world's foremost millinery designers.

We no longer speak of fashion tenet—these the new season's styles are determined and are here for your critical inspection. Stunning new suits that have created a furore in the smart shops of Fifth Avenue, New York. Handsomely stylish coats that have had the approval of the elite of fashion wherever shown, and refreshingly unique and pretty new blouses show the most advanced ideas in designing and trimming. Not to say anything of the alluring new dress fabrics in their vivid new colorings and quaint designs.

THE fascination of the showing lies not alone in the broadness, specious as it is, but in the exclusiveness of the ideas which provide for and meet individual ideas and problems so pleasantly. Even the most critical woman will not deny that for true distinction there's not a suit in the entire assortment that fails in its mission to please.

Three distinct styles present themselves for your approval. The straight line effects showing variations of plaits and shirrings, fullness being held at waist line by belts, suggested belts and narrow tab girdles. Plain Tailors are also prominent in the showing, fashioned on strictly plain lines. Then there are the **Sports or Recreation Suits** suitable for outdoor wear and such fashionable events as the "Horse Show."

These stunning suits are in the bright and vivid colorings in silk or wool Jersey knit. Generally speaking, skirts are a trifle longer this season and fall in straight lines from the belt, either gathered or pleated; some with panel fronts and back finished with narrow all around belt or suggested belts—some trimmed with flap pockets.

### GLOVES: In tune with the New Season!

A WOMAN may as well be out of fashion with her gown and hat as out of style with her gloves at the opening.

The new gloves that have just recently arrived are quite in harmony with the new modes in suits, coats and dresses. The "Trefousse," our leading glove, is shown in white with black points and black with white points, also in a full range of leading shades. Some very suitable gloves for spring wear are also shown in capecoin in patty shade and grey. They have the famous Queen Quality silk glove in white, ivory and black, also white with black silk points. The popular chamoulette gloves in natural shade are shown in all sizes.

### There's Beauty and Harmony in the New Spring FOOTWEAR!

THIS spring opening exhibit of women's footwear includes the very latest ideas and novelties shown on the continent. Shoes of grace and beauty that harmonize pleasantly with the many and varied new ideas in dress.

Costume boots, walking boots and boots for semi-dress. Models of high character in workmanship and with gratifying comfort in the fit.

They are featured in fine quality kid in all the newest shades of plum, blue, grey, brown, also in black and white, with tops of self or in harmonizing or contrasting shades—lace styles with high tops predominating. Others are shown in white buck and white novelty fabrics.



FROM THE WINDOW DISPLAYS YOU MAY JUDGE THE EFFORT PUT FORTH FOR THIS FASHIONABLE EVENT.

JOHNSTONE WALKER LIMITED

DON'T FAIL TO VISIT THE THIRD FLOOR AND SEE THE NEW SPRING DIAPERIES.


**ROYAL YEAST**

Has Been Canada's Favorite Yeast for Over a Quarter of a Century. Baked bread with this Yeast will keep fresh and moist longer than that made with any other, so that a full week's supply can easily be made at one baking, and the last loaf will be just as good as the first.

MADE IN CANADA

**E.W. GILLET COMPANY LIMITED**  
WINNIPEG, TORONTO, ONT., MONTREAL

**C. F. T. S. O. O. E.  
HOLDS CONFAB TO  
CHASE CHANCELLOR**

### Bethmann-Hollweg Hasn't Been Speedy Enough to Suit Organization

**CHASED BY SUBMARINE.**

**NEW YORK, March 21.**—The Associated Press says: Passengers aboard the Anchor Line steamer Tuscania (British), which arrived today from Glasgow, said they were chased by a submarine about 900 miles from the Scotch coast; the Tuscania was seen firing at the submarine, putting on full speed and steering a zig course the Tuscania escaped.

## **THE MUDDY STREETS MAKE COCOA MATS A NECESSITY**

It is surprising what a quantity of mud and dust can be kept out of your home by the use of Cocoa or Steel Door Mats. We have several styles and sizes in stock.

\$1.95	\$2.10	\$2.50	\$3.00	\$3.50	\$4.00
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Cocoa Mats at \$1.25, \$2.10, \$2.00, \$3.00, \$3.50, \$4.00  
Steel Mats at \$1.00, \$1.50, \$2.00, \$2.75, \$3.50  
Cocoa Matting for verandah or outside steps  
at 65c, 75c, 95c, \$1.00 and \$1.75

**BLOWEY-HENRY COMPANY**

BLOWER-HENRI COMPANY

# LOAN

**OF CANADA**  
Bonds Maturing 1st March 1937

John, Charlottetown, Montreal, Toronto;  
Victoria, and at the Agency of  
real, New York City.

ONLY, 1st MARCH, 1st SEPTEMBER.  
BEST PAYABLE IN GOLD.

**PRICE 96.**  
**ALL BE PAID ON 1st SEPTEMBER, 1917.**  
**BE USED FOR WAR PURPOSES ONLY.**

Delivery of scrip certificates and of bonds will be made through the chartered banks.

The issue will be exempt from taxes—including any

The bonds with coupons will be issued in denominations of \$100, \$500, \$1,000. Fully registered bonds without coupons will be issued in denominations of \$1,000, \$5,000

The bonds will be paid at maturity at par at the office of the Minister of Finance and Receiver General at Ottawa, or at the office of the Assistant Receiver General at Halifax, St. John, Charlottetown, Montreal, Toronto,

The interest on the fully registered bonds will be paid by cheque, which will be remitted by post. Interest on bonds with coupons will be paid on surrender of coupons.

Both cheques and coupons, at the option of the holder, will be payable free of exchange at any branch in Canada of any chartered bank, or at the Agency of the Bank of Montreal, New York City.

Subject to the payment of twenty-five cents for each

new bond issues, holders of fully registered bonds without coupons will have the right to convert into bonds of the denomination of \$1,000 with coupons, and holders of bonds with coupons will have the right to convert into fully registered bonds of authorized denominations without coupons, at any time upon application to the Registrar of the Corporation.

coupons at anytime on application to the Minister of Finance.

The books of the loan will be kept at the Department of Finance, Ottawa.

Application will be made in due course for the listing

Recognized bond and stock brokers having offices and carrying on business in Canada will be allowed a commission of three-eighths of one per cent on allotments made in respect of applications bearing their stamp, provided:

however, that no commission will be allowed in respect of the amount of any allotment paid for by the surrender of bonds issued under the War Loan prospectus of 22nd November, 1915, or in respect of the amount of any allotment paid for by surrender of five per cent debenture

stock maturing 1st October, 1919. No commission will be allowed in respect of applications on forms which have not been printed by the King's Printer.

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OR BEFORE THE 23rd OF MARCH, 1917.

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## BUSINESS CARDS--Continued

## Osteopathic Physicians

DR. R. C. GOWLEY, REGISTERED  
Physician, University and electro-  
therapy, 1000 10th Street, N.W.  
Phone 1000. Hours 9-5

DR. W. R. ASSHURTON, DENTIST  
1000 10th Street, N.W.  
Phone 1000. Hours 9-5

## Optical Specialist

WILLIE L. O'CONNOR, JR.  
Optician, 1000 10th Street, N.W.  
Phone 1000. Hours 9-5

## Plants and Flowers

BEAUTIFUL PLANTS AND FLOWERS  
for sale, 1000 10th Street, N.W.  
Phone 1000. Hours 9-5

## Patents

PATENT--BIRD BEECH, FREE  
patent, 1000 10th Street, N.W.  
Phone 1000. Hours 9-5

PATENT--FETTERMAN & CO.  
1000 10th Street, N.W.  
Phone 1000. Hours 9-5

PHYSICIANS AND SURGEONS  
1000 10th Street, N.W.  
Phone 1000. Hours 9-5

DOCTORS LAMBERT AND BOURGEOIS  
1000 10th Street, N.W.  
Phone 1000. Hours 9-5

DR. LAMBERT, DR. BOURGEOIS  
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## Turkish Baths

REAR TURKISH BATH FOR \$1.00  
1000 10th Street, N.W.  
Phone 1000. Hours 9-5

## Typewriter Repairing

REPAIRS FOR ALL MAKES OF TYPE-  
writers, 1000 10th Street, N.W.  
Phone 1000. Hours 9-5

## Tannery

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1000 10th Street, N.W.  
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## Tailoring

REAR TURKISH BATH FOR \$1.00  
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## Transfer and Storage

REAR TURKISH BATH FOR \$1.00  
1000 10th Street, N.W.  
Phone 1000. Hours 9-5

## Undertaking

REAR TURKISH BATH FOR \$1.00  
1000 10th Street, N.W.  
Phone 1000. Hours 9-5

## Veterinary Surgeons

REAR TURKISH BATH FOR \$1.00  
1000 10th Street, N.W.  
Phone 1000. Hours 9-5

## Mortgage Sale of City Property

REAR TURKISH BATH FOR \$1.00  
1000 10th Street, N.W.  
Phone 1000. Hours 9-5

## Rubber Stamps

REAR TURKISH BATH FOR \$1.00  
1000 10th Street, N.W.  
Phone 1000. Hours 9-5

## Surveyors

REAR TURKISH BATH FOR \$1.00  
1000 10th Street, N.W.  
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## Scale Specialist

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1000 10th Street, N.W.  
Phone 1000. Hours 9-5

## Sheet Metal Works

REAR TURKISH BATH FOR \$1.00  
1000 10th Street, N.W.  
Phone 1000. Hours 9-5

## Second-Hand Stores

REAR TURKISH BATH FOR \$1.00  
1000 10th Street, N.W.  
Phone 1000. Hours 9-5

## FOR SALE

REAR TURKISH BATH FOR \$1.00  
1000 10th Street, N.W.  
Phone 1000. Hours 9-5

## Farm and Coal Mine

REAR TURKISH BATH FOR \$1.00  
1000 10th Street, N.W.  
Phone 1000. Hours 9-5

## REED &amp; ROBINSON

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## MONEY AND MARKETS

## Open and Close of Yesterday's Market

WINNIEPPE MARKET.  
Wheat.

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# Murad

THE WORLD'S GREATEST CIGARETTE

—whose fame has been flashed beyond the Seas.

## MURAD

with its goodness that cannot be imitated, with its sales greater than any other cigarette in history.

Sold in packages of 10 and in boxes of 50 and 100.

Everywhere--Why?

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